

REMARKS

Status of Claims

Claims 1 – 21 were original in the application. Claim 1 has been currently amended. Claims 2 - 21 are withdrawn. Claim 1 is submitted for examination on the merits.

Objections to the Claims

Claim 1 has been responsively amended.

Rejection Pursuant to 35 USC 103

Claims 1 – 10 were rejected as being unpatentable over McGrath; "Setting the PACE in Product Development", Chapter 7 – The Process of Product Strategy, 1996, Elsevier, pp. 101-119.

In regard to Claim 1 the Examiner contends that McGrath teaches at page 102 Figure 7-1, the McGrath strategy pyramid has a top layer that has the strategy vision (i.e. a definition of strategic direction – see also page 103 para 1 and para 3).

The Applicant notes that McGrath teaches a different approach to strategic development using a product platform method to create product line strategy rather than the enterprise strategy of the strategy formulation method of the amended Claim 1, where strategic platforms, or high-level strategic concepts, are constructed, sequenced, and displayed within a graphic user interface, displaying the long term transformational road map of integrated strategy platforms to move the organization from it's current

state to its desired future state (McGrath, "The Process of Product Strategy", page 101).

In regard to Claim 1 the Examiner contends that McGrath teaches at page 105, para 3, the product platform (i.e. strategy platform elements) contains a number of technical elements. The definition of these technical elements comprise the strategy platform requirements – see para 2.

The Applicant notes that the product platforms described by McGrath are "... a collection of common elements, especially the underlying core technology, implemented across a range of products" (Page 105, para 4, line 2), where the strategy platforms of Claim 1 are strategic concepts such as "world class training support" (Patent Application, Page 12, line 29) that are used as building blocks to guide an enterprise to achieving the desired future state rather than achieving effective product line offerings and strategy. The Applicant further notes that the technical elements described by McGrath that define McGrath's product platforms are the sum of the core underlying technology needed to construct and launch said product, as opposed to the platform elements of Claim 1, where the platform requirements contain the description and current ability of the organization to execute not solely technical components, but operational, organizational, knowledge, and technology needs (Patent Application, Page 13, line 16) to construct said strategy platform. Unlike McGrath's product platform requirements, the platform requirements of Claim 1 are limited only to the broad range of strategy platforms created and/or selected, rather than a product development centric approach.

In regard to Claim 1 the Examiner contends that McGrath teaches at page 103, para 6, the strategic direction taught by McGrath directs the platform requirements. The intermediate layer is then, the product platform strategy that integrates the strategic direction with the embodiment of the strategy into the strategic platform requirements.

The Applicant notes that the future desired state of Claim 1 does not direct the strategy platform requirements of Claim 1, rather, the combination of the organization's current and future desired state determine the creation and/or selection of strategy platforms to achieve organization change. The intermediate layer described in Claim 1 is the plurality of such phased, integrated, and carefully sequenced strategy platforms. As such, the integration of the organization's desired future state with the strategy platform requirements is simply a function of the creation and/or selection of strategy platforms to achieve the desired future state, followed by the population of requirements for each strategy platform.

In regard to Claim 1 the Examiner contends that McGrath teaches at page 104, para 4, the technology development agenda provides a definition of future technological developments that are necessary for achieving the strategic direction. The agenda provides for definition of future requirements that enable the company to succeed (i.e. strategy enabler).

The Applicant notes that the future requirements described in the amended Claim 1 are specific to a strategy platform and enable the installation, creation, or capture of a strategy platform. For the purposes of this Application, such future requirements are not intended to be enablers to the strategic direction, rather, they

make possible the creation of a strategy platform. The successful creation of all strategy platforms will constitute the achievement of an organization's future desired state.

In regard to the amended Claim 1 the Examiner contends that McGrath teaches at page 104, para 3, the strategy platform requirements operating through the strategic vision direct product development activities. Platform requirements determine what development teams will work on from a platform element standpoint (i.e. what building blocks do development teams work with) and also how the strategy platform requirements determine product line planning, i.e. implementation activities.

The Applicant again respectfully notes that McGrath's process for developing strategy is product centric, and does not incorporate the scope of enterprise business strategic planning as does the proposed art. The Applicant further notes that the strategy platform requirements of the amended Claim 1, unlike what McGrath teaches about technology and product requirements, constitute a broad range of potential requirement types (i.e. human resources, facilities, real estate, specific alliance relationships etc.) and *may* be used to guide an organization in the selection of focused implementation activities.

In regard to Claim 1 the Examiner contends that McGrath teaches at page 103, para 6, the product platform strategy integrates the strategic direction with the platform requirements (see page 105 para 2 & 3)

The Applicant notes that the intermediate layer described in Claim 1 is not

McGrath's "product platform strategy", or even platform strategy, rather, it is the sum total of all (at least 2) defined, described, phased, and integrated strategy platforms, organized sequentially to achieve an organization's future desired state.

In regard to Claim 1 the Examiner contends that McGrath teaches at page 105, para 2 & 3, McGrath's strategic product platforms include at least one value creation opportunity as embodied in various products that got to market utilizing the product platform strategy.

The Applicant notes that McGrath's defines a product platform as "a concept for product planning and strategic decision making. It is a collection of common technical elements, especially the underlying core technology, implemented across a range of products" (page 105, para 4). The strategy platform of Claim 1 is not a collection of common technical elements, rather, it is a strategic concept such as "world class training support" (Patent Application, Page 12, line 29) used as a building block to guide an enterprise to achieving the desired future state rather than achieving effective product line offerings and strategy. An example of a strategy platform (as described in Claim 1) could actually be a line of products, whereas McGrath's product platform is much more specific, refined, and product/technology-centric at the platform level.

In regard to Claim 1 the Examiner contends that McGrath teaches at Figure 7-1, product line strategy (i.e. business model/phase evolution layer) incorporates the above product platform strategy into its next lower level of implementation.

The Applicant notes that the amended Claim 1 describes the specific phases in time, incorporating both titles and dates, that each specific strategy platform will need to

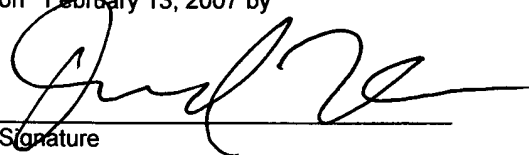
be in place in order to stay on track to achieving the organization's desired future state. McGrath's product line strategy cited above is not designed for this purpose.

In regard to Claim 1 the Examiner contends that McGrath teaches at Figure 7-1, new product development layer (i.e. a strategy platform integration layer) integrates the strategy platform into the development of various products that follow the strategy platform.

The Applicant notes that the amended Claim 1 describes the connectivity between phased, sequenced strategy platforms rather than the described function of McGrath's new product development layer (please reference the interconnectivity between strategy platforms cited in the amended Claim 1).

Applicant respectfully requests advancement of the claims to allowance.

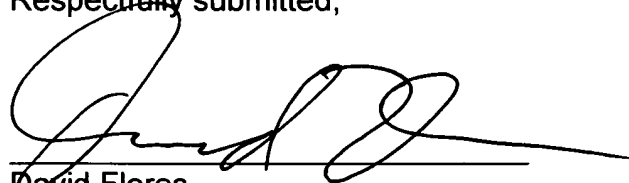
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Respectfully submitted,



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